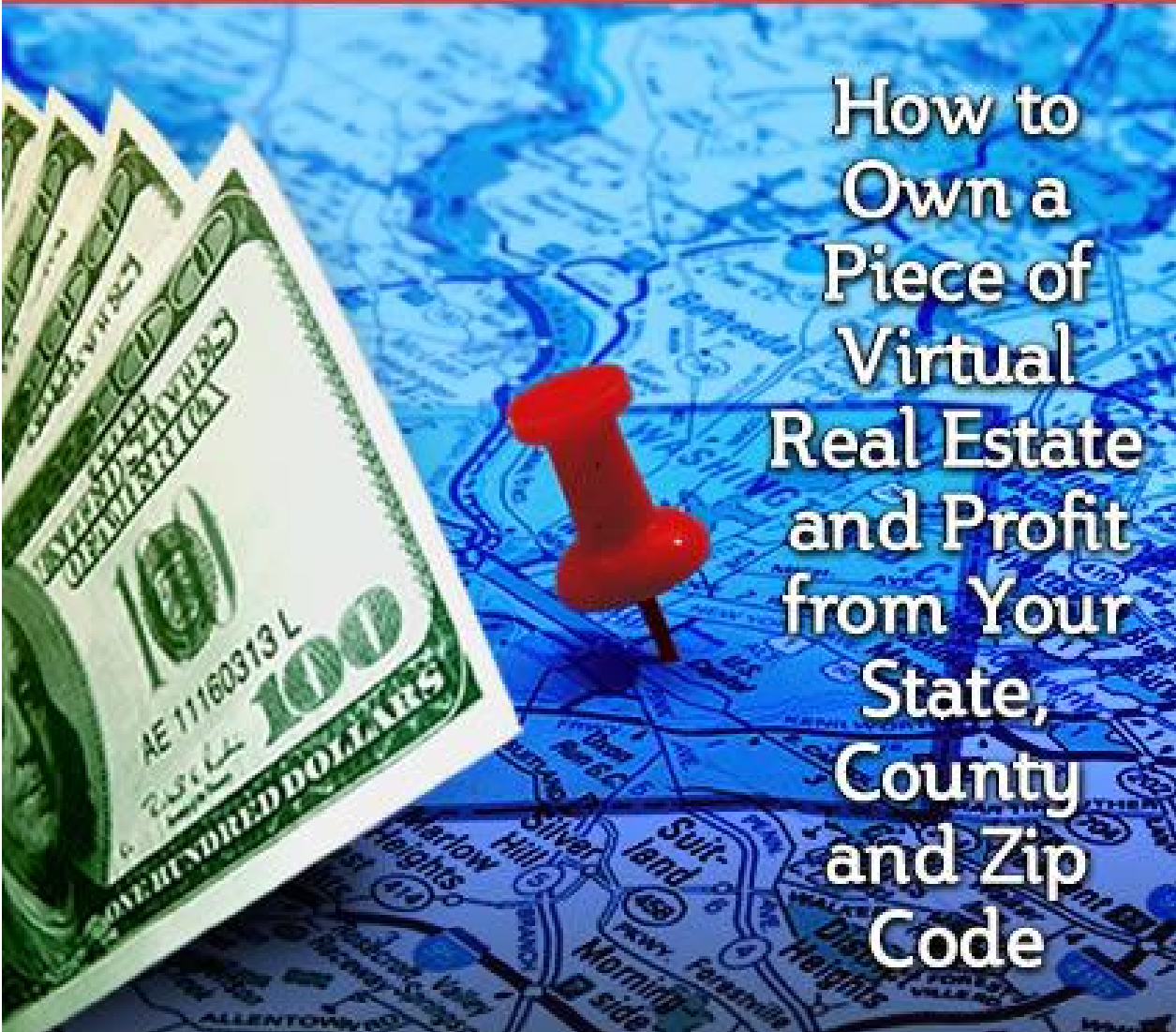


JOEL COMM

Got-Zip Uncovered

The image features a stack of US dollar bills on the left side, with a red pushpin stuck into a blue-toned map background. The map shows various geographical features and place names. The text is overlaid on the right side of the map.

How to
Own a
Piece of
Virtual
Real Estate
and Profit
from Your
State,
County
and Zip
Code

GOT-ZIP UNCOVERED

HOW TO OWN A PIECE OF VIRTUAL REAL ESTATE AND CASH IN ON YOUR STATE, YOUR COUNTY AND YOUR ZIP CODE

**By
Joel Comm,
Internet Revenue Expert
www.askjoelcomm.com**

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INTRODUCTION — WHAT IS GOT-ZIP?

When the Internet first became popular, all sorts of claims were made about the World Wide Web: it would revolutionize the business world, it would overthrow every idea about profit and loss, it would turn Wall Street into Memory Lane.

Companies that had never made a penny were valued at millions. Businesses that couldn't tell a profit from a pickle were given massive cash injections from investors. It seemed as though the more money you could pour out of your office window, the more successful you were.

That was never going to last.

But when it all collapsed, not everything disappeared. Anyone who has been operating an online business in the last few years will have seen that there are some very real ways to make very impressive revenues on the Internet, and by using methods that you can only find on the Web.

Creating content pages and filling them with ads has let people who would never have become hard-copy publishers earn serious money from advertising. Digital products that can be delivered and paid for automatically have brought e-book writers and programmers hands-off incomes.

And affiliate programs, in which lots of people share the success of one great business idea, have never done better since they went online.

[Got-Zip](#) is a kind of affiliate program... but it's much, much simpler. It also has the potential to be much more lucrative than anything currently out there.

The principle behind it is so straightforward and so obvious that it's almost guaranteed to make anyone who sees it slap their foreheads and say out loud, "Why didn't I think of that?"

Instead of using affiliate codes to track how much customers are buying — and how much commission needs to be returned to the affiliates who sent them — Got-Zip uses Zip Codes.

Why Zip Codes?

Because everyone's got one.

That just makes life so easy. Companies don't have to create a special, unique code for each affiliate who wants to join the network. They don't have to try to figure out ways of tracking that code whenever the buyer pays a visit. And they don't have to come up with any complicated affiliate system to hand out the codes and show the stats.

The customer enters his Zip Code, and whichever affiliate "owns" that Zip Code gets a commission of the sale.

That's it. It's just so easy!

And it doesn't stop there.

Zip Codes are fairly small areas. To enlarge the potential sales base from which affiliates can earn commissions, Got-Zip also lets affiliates sponsor Counties and even States.

So every time someone makes a purchase, the sponsor of the buyer's State receives a commission, the sponsor of the buyer's County receives a larger commission and the sponsor of the Zip receives the largest commission.

Can you imagine how much money you could earn if just 3 percent of the people in your state entered their Zip Code before they shopped — and you earned 15 percent of the commissions from each of those sales?

Now do you see the potential for [Got-Zip](#)... and why you need to be a part of it — *now, before everyone else jumps in?*

I can't remember the last time I saw an online earning program that got me as excited as Got-Zip. I think it's a fantastic idea. The potential is just enormous and with the costs of subscribing still incredibly low, the risks are small enough to make signing up a no-brainer.

In this guide, I'm going to explain exactly how Got-Zip works.

I'll explain the commission structures, the different kinds of sponsors and the relationships between them.

I'll then talk a little bit about [Pagellan](#), the online store where your shoppers spend the money that brings in the commissions.

Once I've described how the whole system works, I'm going to really get into detail. I'll talk about ways to get more out of your Got-Zip sponsorship. There are three ways to do that:

1. Encourage more people to sign up

The more people are signed into Got-Zip, the larger the pool of marketers and the higher the commissions for everyone;

2. Help other affiliates market more

Got-Zip is like a giant online co-operative. Profits are shared so everyone has an incentive to help each other;

3. Send buyers to Pagellan

The basic affiliate technique: send users to a sales site and take a share of the profits.

In the remainder of the book, I'll look at each one of these areas in detail and suggest some easy and practical methods to earn more money in less time.

Let's start by looking more closely at how [Got-Zip](#) works.

1. How Got-Zip Works — And Why It Can Work So Well For You

Most affiliate programs have just one type of affiliate.

[Got-Zip](#) has six.

If you think that sounds like it's going to make the system complicated, then think again. It's not complicated at all. Here's how it works...

Let's start by stating the Got-Zip Program is designed around U.S. Territories, but will evolve to work Internationally.

Affiliates can subscribe to Got-Zip by sponsoring any Zip Code in the Country. They can also sponsor any County in the Country and any of the States. That's three different kinds of affiliate: Zip, County and State.

Each Zip, County and State though can have up to two sponsors: a Resident, who lives in the zip, county or state he's sponsoring; and a Prospector, who lives outside that area.

However, and most importantly, once a Resident has claimed a Territory, a Prospector can not make a claim on it. If you wait too long to sign up as a Resident, a Prospector could stake a claim.

So you can be either a Resident sponsor or a Prospector sponsor of a Zip, County or State. What's the difference between each of these Territories?

The commissions. Commission percentages fall as the area grows. The commission table at Got-Zip currently looks like this:

	Sponsor Commission
Zip Code	40%
County	25%
State	15%
Prospectors and Residents share the commissions at their level on a 50/50 basis. So you could end up losing 50% of your commissions if a Prospector grabs your Territory before you do.	

The remaining 20 percent of the commissions are ploughed back into Got-Zip and help to pay for administration and payroll.

In addition, Got-Zip also earns revenue from advertising on the site and from commissions earned from unsold Zip-Codes, Counties and States, as well as international sales.

Again, 20 percent of these commissions are put back into Got-Zip, but the remaining 80 percent of those revenues are pooled and paid out to sponsors. The formula for paying out these pooled revenues is based on a points system with total amount of pooled money divided by the number of points each month.

At the moment, the points for the pooled revenues are allocated to sponsors like this:

	Pool Points
Zip Code	1
County	10
State	20
Prospectors and Residents receive the full point value of their possessions.	

To make everything crystal clear, let's just take a look at a couple of examples:

A customer enters Pagellan.com and enters the zip code 93117. She surfs to Dell.com and orders a new computer that costs \$2500. The total commission on the sale comes to \$100. Of that commission,

GotZip receives 20% = \$20

The state sponsors receive 15% = \$15
(Shared equally between the Resident sponsor and the Prospector sponsor.)

The county sponsors receive 25% = \$25
(Shared equally between the Resident sponsor and the Prospector sponsor.)

The zip code sponsor receives 40% = \$40
(In this example, there is only one zip code sponsor who receives the full amount.)

The first thing you want to note in this structure is that **everyone is making money**. That's really one of the great strengths of Got-Zip and it's why you'll need some very special strategies to get the most out of your subscription. While most affiliates work by themselves, at Got-Zip, the rewards are shared out up to seven times (including with Got-Zip itself).

And amazingly this isn't MLM. It's just a Territorial Sales plan similar to how insurance and pharmaceutical reps get paid.

This means that the best results come when sponsors work together. I'll be talking about how to do that later in this book.

Now imagine that at the end of the month, the total commissions gathered from advertising, from unsold Zip Codes, Counties and States, from non-trackable and international sales amounted to \$6000.

Got-Zip takes the Total Number of Subscribers for each Territory.

For example:

	Total Subscribers	Times Pool Pts	Total Points
Zip Code	500	1	500
County	250	10	2500
State	75	20	1500

That \$6000 would be divided by 4000 points, making each point worth \$1.50. Each State sponsor then would receive \$30; each County sponsor would receive \$15; and each Zip Code sponsor would receive \$1.50 *in addition to their own commission earnings.*

Now clearly, as Got-Zip grows the number of unsold areas will fall, reducing the source of revenue flows into the pool. But at the same time, the total amount of sales should rise, increasing advertising income and bringing more money into the pool from whichever untrackable sources are left. Whether those increases make up for the loss of the revenue from unsold areas remains to be seen.

The overall rise in income from trackable sources however should certainly make up for it.

Did I mention that Got-Zip is also building multiple Revenue-Generating Niche sites and working other affiliate programs with 80% of all that Revenue going into the Pool?

1.1 What Should You Sponsor?

At the moment, the subscription rates for sponsoring areas are:

Zip Code = \$19.97 **Per Year**
County = \$19.97 Per Month
State = \$59.97 Per Month

Clearly the Zip Codes are a snap, the Counties a pretty small investment and the remaining States could require a little bit thought before you sponsor more than one.

There is still plenty of opportunity available. By the time you read this book, I would expect all of the States to have been snapped up (there are currently fifteen States open to residents — all of the state Prospector opportunities have gone). There are however about 3,000 Counties that still haven't been claimed and more than 43,000 Zip Codes.

As a Prospector, that gives you a pretty massive choice. You can see which Zip-Codes have already been claimed at www.got-zip.com/maps/.



Fig. 1.1 The rush is on! Claimed territories at Got-Zip.com/Maps. This is just a fun graphic and use of Google's Mapping API. There's a Script on the site that makes checking available Territories very easy.

Now, if you've noticed that the price of all the territories are equal but reckon that the spending power of each territory isn't, you're beginning to see the opportunity.

According to Dan Nickerson, the visionary who came up with the Got-Zip idea, good territories include:

- Any Zip-Code with a population over 60,000
- Any County with a population over 500,000
- Any State with a population over 2,000,000

There should still be plenty of those around to make a good investment, and don't forget that each territory can be sold up to two times: once to a Resident and once to a Prospector.

The best territories will be sold to Prospectors fairly quickly, unless Residents beat them to it and make a claim first, thus locking out future prospectors.

If you live in a good territory, you're in a prime position!

Canada is said to be next in line for territories outside the US, and that will be followed by England and most likely Australia. There's talk of Got-Zip selling all the 2-Letter Country Codes in the near future as well. If you're thinking of snapping up a spot in one of these countries then, the best bet to be first in line for the top places would be to buy a zip code somewhere in the States (ideally, one with more than 60,000 residents). That should keep you informed of any changes and launches at Got-Zip, and let you practice your marketing strategies.

There's also no limit on the number of territories you can hold. That raises the question of how many territories you should sponsor.

There's no good answer to that question. Clearly, the more territories you sponsor, the greater your returns will be. But until Got-Zip really takes off, that will also give you greater monthly outgoings, which you'll have to recoup later.

It's a decision that you'll just have to take in accordance with your spending power.

What I do recommend though is that if you've spotted a territory that you think is likely to bring in good commissions, you should buy vertically. You might not be able to get the State but it's possible that having identified a good Zip Code, you might find that the County is available as well.

That wouldn't just help you to keep the commissions for that territory focused in fewer hands, **it would also make you more responsible for marketing that territory.**

This takes us back to the idea that as a Got-Zip sponsor, you're a member of a team. The more each of the people who co-sponsor your territory pull their weight in the marketing department, the more everybody is going to earn.

If you're bursting with marketing ideas and don't want to rely on other people's labor to bring in your revenues, then the more parts of the chain you own, the more control you'll have over the results of your efforts.

On the other hand, if you want take more of a back seat and let the others in the team drive the revenues, then you might find it better to keep to just one territory in that area.

Do you see the difference? It'll talk more about how you can pull your marketing weight later in this book. First though, let's talk a little about Pagellan. It's a crucial part of Got-Zip success.

2. What Is Pagellan — And What It Means For Your Income

At its core, [Got-Zip](#) is a sales-driven affiliate program. Sponsors refer people to outlets, people buy things, sponsors get commissions on those sales.

[Pagellan](#) is the store where they do the buying.

Or rather Pagellan is the *portal* where they do the buying.

Got-Zip has over 100 different outlets where the Zip Codes that buyers enter will turn into commissions for the sponsors who own them. Some of those outlets include, Buy.com, Dell, Barnes and Noble, Cheaptickets and Overstock.com They'll be 100's more in the future.

It would be nice if whenever someone signed into Buy.com, they had to enter their Zip Code, and whoever owned that code would get a commission. Obviously it doesn't work that way. Buy.com — and every other seller — is only going to hand out commissions to people who refer sales not every time someone happens to stop by.

And the only way they're going to know that a customer has been referred by a Got-Zip sponsor is if they enter the store through [Pagellan](#).

The key to Got-Zip becoming a great source of revenues then is for large numbers of people to use Pagellan as their sales portal, and ideally as their home page.

They can design that home page themselves in less than a minute, and there's a bunch of different templates already available for them to use. More are likely to be rolled out soon. The pages are very clean and efficient.

That home page lets the user see a bunch of different store fronts all at the same time. Instead of hunting around to find the store they want, they can start branching out from Pagellan. It's a bit like

driving to the High Street to go shopping rather than driving to one particular store.

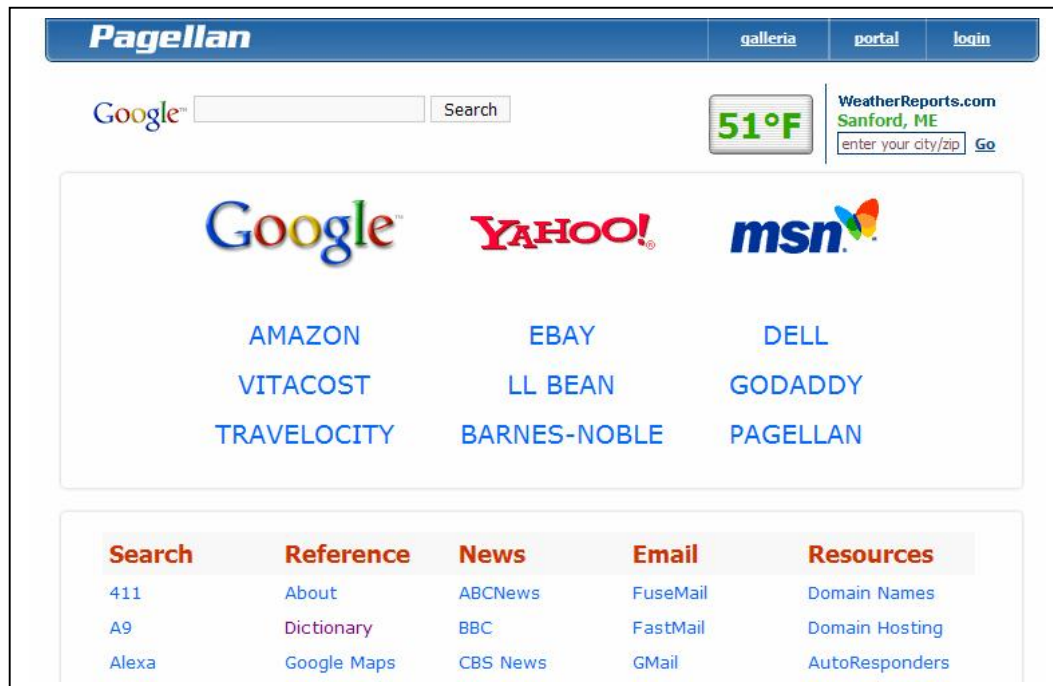


Fig. 2.1 Pagellan, a revenue-generating shopping portal. One of many templates.

That's one way that you can persuade the people you know — your friends, your family and your customers — to set up Pagellan as their home page. You can stress the convenience of having all of their stores in one place. And not just stores. Pagellan also has links to search engines and reference sites, news sites and online email, and all sorts of other things too.

That's a pretty big advantage and it should certainly make Pagellan an easy sell to some of the people you know. Clearly though, it won't make everyone you know rush to change their home page. You will have to employ some special strategies to get people to shop through Pagellan instead of just entering the URL into the browser, and that's what much of your marketing efforts are going to be focused on doing.

Another interesting feature of Pagellan is that your link will appear on every Pagellan homepage through five levels. How valuable is it to have a direct link to your site on potentially 1000's of Pagellan home/shopping pages.

Do you know where friends or relatives like to shop online? Why not just make them a page and send them the link.

But that's not the only thing you can do to get more money flowing through Got-Zip and into your commission structure. Let's start by discussing ways to market the idea and build up Got-Zip itself.

3. Marketing Got-Zip — Making Money By Helping Others Make Money

At the beginning of this book, I pointed out that there are three ways of marketing [Got-Zip](#) to increase your revenues:

- 1. Encourage more people to sign up;**
- 2. Help other affiliates market more;**
- 3. Send buyers to Pagellan.**

In the remainder of this guide, I'm going to discuss different ways of marketing to each of these areas.

Remember, these are just suggestions. If you've got your own ideas, that's great. The people behind Got-Zip are very flexible and are always happy to hear of new marketing ideas generated by the people who use and benefit from it. You can post your idea on the Got-Zip forum, check out the feedback and get the thumbs-up from those running the show.

Got-Zip is meant to be a co-operative in which every member has the power — and the motivation — to advance the program.

So let's take a look at how you can enlarge the program and increase everyone's profits...

3.1 "What Do I Care If Lots Of People Join Got-Zip?"

Usually, when you join an affiliate program, you're on your own. If you're an affiliate of Amazon, you don't care whether you're one of 10,000 or the only one in your half of the country. How other affiliates are doing — or whether there are any — doesn't affect you.

With Got-Zip, if you own a County or a State, you want all the Zip Codes in your territory to be owned.

That's because you get a cut of the sales those areas generate. The harder the people beneath you in the chain work, the more money you'll *all* earn.

That doesn't mean that as a County or State sponsor, you can sit back, do nothing and let the money come to you. Do that and there's a good chance that you'll be cutting your income. **If you are a County or State sponsor it will be your job to both build sales and help others build their sales.**

Those areas that remain empty will have no one to market them. Until they're sold, they will remain underdeveloped and commissions higher up the chain will be smaller than their potential. That will hit you in the pocket.

And even if you're only sponsoring a Zip Code, it will still be in your interest for as many territories as possible to be sponsored. The more people that are marketing Got-Zip, the further the name will spread. That should bring in sales from people in your Zip Code who have never even seen your marketing efforts.

If you sponsor a Zip Code in Wichita and someone in your Zip Code happens to hear about Got-Zip from a friend in New York, *you* get the commission when they log in and buy.

The more people there are in Got-Zip, the more money everyone's going to make.

3.2 Targeting Your Market — Forums And Affiliates

When it comes to attracting people to Got-Zip, there are really two kinds of people: those who know about and are familiar with affiliate programs; and those who wouldn't know an affiliate program from a ham and cheese sandwich.

For those who understand how affiliate programs work, getting them on board is really very easy. All you need to do is make sure that they know about it.

One method is to post messages on affiliate forums. You don't want this to look like spam. Few forum administrators like that and you can't blame them. But there's usually a place on most forums for people to chat about new affiliate programs.

If the forums that you like to visit haven't been talking about Got-Zip, then start a thread. You should be able to pick up some useful

feedback and maybe learn some new marketing ideas. Most importantly, it will help to spread the word and could give you some extra commissions right away.

If you have your own affiliate program, then there's no reason why you shouldn't also pitch Got-Zip to your affiliates. You could use an email like this:

Subject: [Your site name] — Have You Got Zip?

Dear [Name],

You already know the value of a great affiliate program, right? Heck, course you do — that's why you joined [your website].

Well, there's another affiliate program out there that I think you should know about. It's called Got-Zip and you can read all about it at <http://www.got-zip.com>.

It's much simpler than any affiliate program you've ever seen before (yeah, even mine!). That's because it's based on zip codes instead of the normal unique affiliate codes. For less than \$20 a year, *you can sponsor your own zip code* (or anyone else's) and take a cut of the commissions generated by sales of people in that area.

Are you thinking "Huh? Why didn't I think of that?" you're thinking the right way. I've already been happily sponsoring zip codes and counties (and they also do states, when they're available) and I strongly recommend that you do the same.

By the way, I'm not getting a brass farthing for telling you about this program. While it's true that the more people sign up the more everyone's going to make, I'm telling you about it because I genuinely think it's a fantastic idea, and I thought you'd want to know.

Once again, you can check it out at www.got-zip.com.

Best,

[Your name]

[Your URL]

See how easy that is? You can use this message exactly as it is, or you can adapt it for your site and marketing material. Maybe you could decide to include it in your newsletter instead of just putting it in an email.

Note that this message points out that you wouldn't get paid a penny for bringing people to Got-Zip.

That's just the way it works. I know that looks like a giant missing opportunity — every other company thinks nothing of paying people to bring in subscribers — but that's just not the way the people behind Got-Zip want to do it. They don't want anyone to think that this is one of those sleazy MLM schemes in which people *only* make money by getting other people to join the program.

Got-Zip is driven by sales. People buy products and you pay a small fee to get a cut of the commission. You will benefit when more people sign up but you won't get paid directly for encouraging people to do it.

Also don't forget that you can promote your Pagellan affiliate link at the same time. And eventually get tremendous daily exposure for your own website and of course, increase everyone's commissions.

3.3 Dealing The Cards

One method that a lot of people have found very effective is to print up a bunch of business cards and hand them out to people. Dan Nickerson has already done this and if you drop him a line, he might have some left that he can share with you. Otherwise you can simply create your own.

The cards are very straightforward and just have a logo, a slogan and the URL of Got-Zip.

NICKERSON, DANIEL 207.432.4020

You probably met Dan at **Affiliate Summit 2006**, or perhaps in some seedy bar.

He seemed **Fairly BRIGHT** and **Friendly** at the time, and sure had some **GOOD IDEAS**.

Especially his new **Geographically-Based Affiliate Program** called **GOT ZIP** which you thought was **FANTASTIC**.

His Info [URL](#) made you **SMILE** too.

GOT ZIP™

PAGELLAN™

*Mystery
Launch*

Or you can be a bit more creative and come up with something that people are more likely to remember. This was one card that Dan was handing out at an affiliate convention:

Now, I don't think you're going to be passing out your Got-Zip card when you could be passing out your business card but you could — and should — find yourself talking about Got-Zip. And giving your card out then should help the person you're talking to remember the conversation and sign up.

3.4 Telling Residents

So far, I've been talking about marketing the [Got-Zip](#) idea to affiliates and other people in the industry. That should be pretty easy. These are the sorts of people who know a good thing when they see one. All you'll have to do is tell them about Got-Zip and they'll be able to decide for themselves that they should sign up.

But one of the great things about Got-Zip is that it's not just an opportunity for people who already know how to make money on the Web. It's also a fantastic chance for people who know nothing about the Internet to start earning cash online.

Got-Zip has been set up in such a way that the big chance-grabbers can't crowd the little guys out of the market. While Prospectors are likely to snap up many of the best territories pretty quick, a Prospector can't make a claim if a Resident has already made one. This creates a virtual land rush to prospect unclaimed territories before a resident does.

It also means that people who live in unclaimed Zip Codes, Counties and States are sitting on a bonanza.

If you know people living in unclaimed Zip-Codes, you should be pointing out the opportunity.

Sure, you'll be doing yourself and everyone at Got-Zip a favor. But most importantly, at just twenty bucks for a years' subscription, you'll be doing your friends and family members a big favor too.

4. Helping Marketers To Market

In the previous section, I talked about marketing the idea of Got-Zip. That won't bring you a penny directly in extra revenues but it will help to generate more sales for everyone. In this section, I'm going to discuss techniques that can bring in extra commissions specifically for sponsors of state and county territories.

If you're sponsoring a State or County, you should read this chapter very carefully. It will help you to meet your responsibilities to the people below you in the chain and go a long way towards ensuring that your revenues — as well as theirs — continue to rise.

And if you're not a sponsor of an area larger than a Zip Code, you should still read this chapter very carefully.

Many of the ideas in this chapter can easily be adapted to marketing to people that you're trying to encourage to shop. Instead of sending a newsletter filled with marketing ideas to the sponsors of Zip Codes for example, you could put together a newsletter filled with the week's best buys from ten of Got-Zip's top stores. Got-Zip may provide this content for you in the future.

Or you could encourage shoppers to send in reviews of the products they bought, and create a kind of co-operative shoppers' club that guides its members to the best products.

The principles behind the marketing ideas are pretty much the same whether you're encouraging marketers or persuading potential shoppers. So are the techniques. You just need to change the content and aim for a different result.

4.1 Writing Newsletters

Newsletters have become a pretty effective way for marketers to keep in touch with their potential buyers online. If you're running an online business and you're not using a newsletter yet, then you're missing out.

Newsletters let people know about bargains, they promote special offers but most importantly, they remind buyers that you're there.

That's very important. One of the reasons that advertisers have to keep running the same ads over and over again is that people have very short memories. If they didn't keep pushing their products, people would stop buying them.

The same is true — to some extent — of marketers.

A newsletter won't just provide solid marketing information to Zip Code sponsors, it will also remind them that they need to be taking action. While many Zip Code marketers will have all the incentive and motivation they need to keep bringing buyers to Pagellan's stores, your newsletter can act as an effective reminder, especially for people who are unfamiliar with marketing.

You can deliver that newsletter by email or even by hard copy.

So what should you put in your marketing newsletter?

The first type of content you can include is **announcements**. Got-Zip is constantly adding new stores and all sorts of other new programs. Once the numbers of sponsors really starts adding up, you can't assume that all of the sponsors in your area will be logging in to keep up to date. You can do that for them though and include an announcements section in your newsletter.

But you could go further than just repeating the information that Got-Zip has already released. You could explain what that information means and suggest ways that Zip Code sponsors can use it to generate more sales.

So, for example, if [Got-Zip](#) announced that they've added a new garden furniture store to their list of outlets, you could tell your newsletter readers what sort of items the store sells and who the new store is likely to appeal to.

Do you see why as a County or State sponsor you're the best qualified person to do this?

You know the area. That's especially true if you're a resident sponsor. A garden furniture store might sell different products to people in different states — a bench that sells well in sunny California might do less well in snowy Minnesota. A State or especially a County sponsor would be in a prime position to identify the products likely to sell best in their particular market.

You can do this even when no new stores have been added. In addition to an announcements section, you might also want to add a **market trends** section. This could discuss items or lines that you know are already selling well, and explain to marketers how to promote them.

So if you know that iPod accessories, for example, are generally popular, you can let Zip Code sponsors know, tell them which items in which stores are the best, and encourage them to promote those products.

Finally, and most importantly, you could really focus your marketing by making **local recommendations** for certain items in certain areas. That could be another section of your newsletter and it's an advantage that could only be done with a local affiliate program like Got-Zip.

Looking at the national sales figures for any particular product tells you very little. Different types of people buy different types of things. But because you're only marketing in one particular area — *and you know who lives in that area* — you can really focus your marketing.

The students who live in the Zip Code next to a university for example, are likely to be interested in music products, surf boards and brand name clothes. People in zip codes that cover suburbia are more likely to want to buy children's toys and soccer kits. People who live in agricultural counties might want accessories for their pick-up trucks or their horses.

Do you see why this sort of marketing gives Got-Zip such an advantage over almost every other type of online marketing? You're always selling to a market that you know intimately. You can focus your marketing right down to the people in one particular Zip Code.

That's got to bring you good results.

You could even make a Pagellan page customized for your Territory and simply give out the URL.

4.2 Give Marketers Incentives

Newsletters are fairly unique to online advertising. The sort of content you put in your newsletter will be unique to Got-Zip. But other ways of encouraging and guiding sponsors to market effectively are common to any sort of marketing scheme. Just as Avon might have handed out a prize to the seller who moved the most make-up, you could offer rewards to the zip code sponsor who brought in the most commissions.

You could encourage competition between sponsors so that they battle to be Zip Code Sponsor Of The Month.

Or you could sponsor a Zip Code and offer it as a reward to a Zip Code sponsor who sold a set number of products.

If all this sounds like the sort of thing an area manager of some big corporation might do you're getting the idea.

But you do have to bear in mind a very important difference between a Got-Zip County or State sponsor and a corporate manager.

While a part of your income as a County or State sponsor is dependent on the work of the Zip Code sponsors, those sponsors are *not* your employees. **They're entrepreneurs just like you.** They don't have to listen to a word you tell them.

If you want to help them generate more money for themselves (and for you) that's fine as long as they want that help. Of course, they would only want that help if they can see that it's going to bring them real benefits.

4.3 Help Sponsors Co-Operate

Not everyone responds well to competition. And not everyone appreciates being told — or even advised — what to do. An alternative strategy to help people generate more sales might be to set up ways for marketers to swap tips and offer each other advice.

You might even find that some of the Zip Code sponsors in your area get together themselves to do this.

There is a Got-Zip forum on Pagellan.com where sponsors can ask questions and exchange views. That's invaluable and every sponsor should certainly be using it. But it only applies to Got-Zip in general.

If there isn't a similar forum for sponsors in your area, you could set one up.

The State Sponsor for California could set up Got-ZipCA.com, for example and encourage local sponsors to stop by. You could even break it down by County so that the discussions become really focused.

You could create sections for products, for stores and for marketing channels.

Instead of running the risk that some sponsors might feel that you're talking down to them or even treating them as employees instead of fellow entrepreneurs, you could just create a way for the sponsors in your area to motivate each other.

If you can turn the Zip Code sponsors in your area or state into a community, you're going to be a long way towards creating a killer sales team.

5. Getting People To Buy

The bottom line for [Got-Zip](#) sponsors is always going to be how many products people in their territories buy through Pagellan, and how much commission they get for those sales.

Whichever marketing techniques you use, the result always has to be greater sales.

You can certainly use all of the traditional marketing methods that you might have used in the past to put Pagellan in front of users. If you do that though, you might find that you only get a fraction of the commissions.

If you've sponsored three Zip Codes in Nebraska and you're advertising on Google for example, very few of the sales you generate are going to generate any revenues for you. The rest will be giving commissions to sponsors in the rest of the country.

The big difference between marketing for Got-Zip and most other forms of marketing you might have done in the past is that **for Got-Zip, your marketing has to be local.**

That's not really the Internet's strong point. That doesn't mean it can't do it. It can, and I'll discuss some of the options in this chapter, but the real strength of the Internet is that it can reach markets around the world.

That doesn't do a thing for your Got-Zip revenues.

So let's take a look at some of the ways that any Got-Zip sponsor, State, County or Zip Code, Resident or Prospector can generate the sort of local sales that bring in the commissions...

5.1 Hitting Up Local Outlets

There are all sorts of places that reach only a local market. **Local newspapers** are the most obvious ones. Not all of the marketing you do has to be online. There's no reason why you can't place an ad in a local newspaper promoting particular products from stores at Pagellan and giving the Pagellan URL as the place to buy.

The price would vary depending on the size of the ad, the circulation of the newspaper and its reach, but again, you could get together with other local sponsors and share the cost.

If the newspaper goes into Zip Codes that you aren't sponsoring, you'll certainly be sharing the revenues.

An alternative to buying ad space is to write press releases. The key to success is always to give the media a story it can use rather than a puff piece about you that its readers won't care about. These can be hit and miss if you haven't written press releases before but when you hit, you don't just get to appear in your local press, you also get the halo that comes with being seen as an expert endorsed by the media. That's a huge advantage — and every success makes the next one easier.

While local newspapers and even radio stations can be obvious places to advertise when you're trying to promote Pagellan stores offline, you can still make use of the **local sites** online too. Yahoo! has a useful local service which is used by many people looking for products in their area and here, you might even be able to specify that your ads are shown to a market as small as a zip code.

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Find: [Auto Dealers](#), [Banks](#), [Department Stores](#), [Florists](#), [Restaurants](#), [see all categories](#)

Today: Clear
hi 60° - lo 40°
[Extended Forecast](#)

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Events & Local Favorites
(what's this?)
Feeds:
Events:
[MY Y!](#) [RSS](#)
Top Restaurants:
[MY Y!](#) [RSS](#)
Local Favorites:
[MY Y!](#) [RSS](#)
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What's Happening Locally	Users' Favorite Restaurants	More Local Favorites
1. Victorian Patchwork ... Theater on Fri Jan 20	1. Cafe Buenos Aires "An outstanding Argentine restaurant in ..." by Len	1. Construction David ... "Look no further these guys know what ..." by a Yahoo! Local user
2. Stitches in Time Theater on Fri Jan 20	2. Brophy Brothers "Crowded, Noisy, Small, But it is the ..." by T Clement	2. Kune DO Lau Temple of ... "This is the best martial arts temple I ..." by sjms02
3. Dee Dee Bridgewater Music on Sat Jan 21	3. Paradise Cafe "Great food, Great	3. Atz Monogramming "i love getting stuff customized, so i ..."
4. Wu Man: Pipa Virtuoso Music on Wed Jan 25		
5. John Cleese: Seven ... Theater on Sat Jan 28		

Fig. 4.1 Local advertising at Yahoo!. Reaching right to your zip.

Yahoo! of course isn't the only place that hosts local information. A quick search for your town on the Web should turn up a bunch of possibilities online where you can advertise and keep it local.

5.2 Creating Your Own Links

Advertising on Yahoo! or other local sites makes use of the options that already exist. But you don't have to rely on what other people are doing.

You can create your own local community.

There's nothing to stop you from creating a website for your area, and filling it with local services such as restaurant reviews, cinema schedules, news and discussions.

You could then place ads on the site that link to the relevant store at Pagellan.

So if you sponsored the Zip Code that covered the student town of Isla Vista in California for example, you could create a web site for the area that listed the local events. You could have a page about

local music concerts — and which featured ads for iTunes at Pagellan.

You could have another page for date ideas — which might include ads for Lavalife and FTD.

And you could have another page for careers — which had ads for Monster and HotJobs.

The advertising would be targeted by product and it would all be coming right from the area you're sponsoring. Of course, all those links would be channeled through Pagellan.

What sort of great response do you think you'd get from a site like that?

5.3 Sponsorship

And here's a classic idea that gets forgotten as soon as people start working online: sponsoring a local team.

If your child plays in a junior soccer league and the team needs a new kit, you could offer to buy it in return for having "Pagellan.com" printed across the back.

You could do the same for a local athletics team or junior softball league.

Whenever the team plays at home, the spectators, who will all be local, will see the URL and want to know what it's about. When the local press write up the results and print photos from the game, the name of the site will spread to even more people — but again they'll all be local so when they buy, the commissions will all be yours.

There are all sorts of ways that you can get the products at Pagellan in front of a local audience — and as long as you keep it local, you'll be able to keep all the revenues. These are just three suggestions. It shouldn't be too hard to produce a stream of your own ideas.

And don't forget to keep checking into the forums to find out what other people are doing. A marketing idea that works in one place stands a great chance of working in another.

5.4 Getting Local Vendors

If you know store owners in your Territory who also have their own e-commerce websites sign them up in Pagellan.

Why? Because they might be able to convince their entire customer base to get Pagellan accounts. If they do, their customers will have a permanent link to the Vendor's store on their Pagellan pages. And a large percentage of their local customers will be from your Territory. It's a win-win.

What online or offline vendor wouldn't want a way to get their site link in front of all their customers on a daily basis? They could even use that link to offer special discounts to their customers.

Conclusion

It should be pretty clear to you now that [Got-Zip](#) is a fantastic opportunity. It's still in its early days. Territories are still being sold. (As I write this, even a few States are still available, but more than 500 areas have already been sponsored and more are being snapped up every day.)

Marketing methods are still in the process of being figured out too. As more people join up and work actively to bring shoppers to Pagellan, the best techniques will become clearer and copied across the network.

Got-Zip also plans to work with Inventors and Product Developers to create products specifically for sale through the Got-Zip Network. So Got-Zip Subscribers will have Territory Sales rights to unique products/inventions available only through Got-Zip.

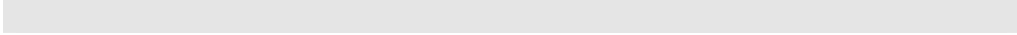
When Got-Zip launches a new product they could send a free sample to every subscriber and get instant nationwide word-of-mouth exposure and feedback for that product. Where can you buy it? Only on Got-Zip.com or Pagellan.

One new area of earning money that will almost certainly open up once Got-Zip really gets a head-wind is in territory real estate.

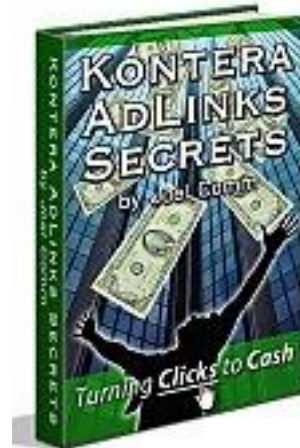
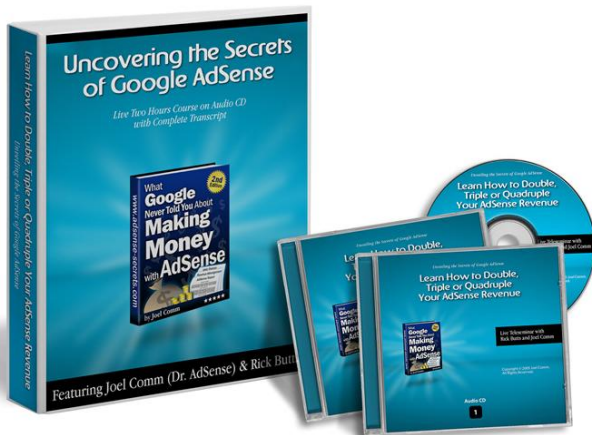
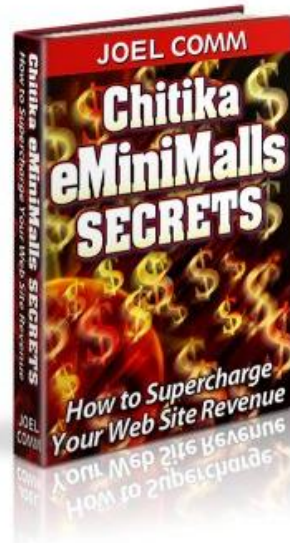
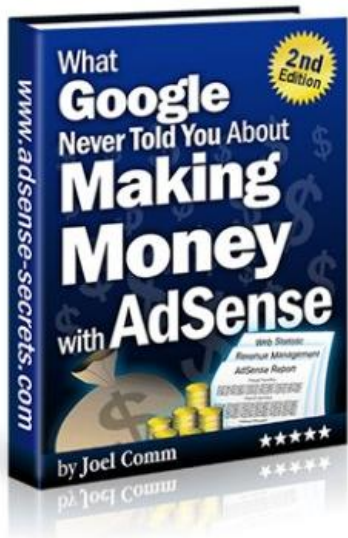
A State that costs less than \$60 per month to sponsor but brings in ten, a hundred or even a thousand times more than that is going to give its sponsor ownership rights that are worth a small fortune. There are hints that Got-Zip could enable sponsors to transfer ownership to new sponsors using an online auction hosted on the site.

The result could be a fantastic windfall for those you who saw the opportunity first and made an early move.

The days of being able to stake a claim to a piece of land the size of Texas might be long gone in the real world. Online though, there are still some great chances available for the grabbing!



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